Daily Survey: Gossiping

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   July 25 - 27, 2022
Margin of Error   ±3.4%

1. Do you think gossiping is good or bad for society?

Always good	3%
Usually good	3%
Good as often as bad	21%
Usually bad	45%
Always bad	23%
Not sure	5%

2. Which of the following words describe the act of gossiping? Select all that apply.

Fun	14%
Harmless	10%
Harmful	63%
Mean-spirited	58%
Entertaining	23%
Sinful	28%
Addictive	28%
Other	6%
None of these	3%
Not sure	7%

3. How much do you like gossiping?

Very much	5%
Somewhat	15%
Not very much	35%
Not at all	41%
Not sure	5%

4. Have you ever spread a piece of gossip?

Yes	51%
No	31%
Not sure	19%

5. Have you ever spread a piece of gossip that you knew was true?

Yes	87%
No	8%
Not sure	5%

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6. Have you ever spread a piece of gossip that you knew was false?

Yes 19%
No 54%
Not sure 28%

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7. Have you ever tried to correct a piece of gossip that you knew to be untrue? Select all that apply.

Yes, I've successfully corrected a piece of gossip about someone else 43%
Yes, I've successfully corrected a piece of gossip about myself 30%
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else 24%
Yes, I've unsuccessfully tried to correct a piece of gossip about myself 17%
No 16%
Not sure 19%

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8. Have you ever heard a piece of gossip about yourself that was true?

Yes 43%
No 38%
Not sure 20%

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9. Have you ever heard a piece of gossip about yourself that was false?

Yes 69%
No 20%
Not sure 12%

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Interviewing Dates	July 25 - 27, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.358 to 4.824, with a mean of one and a standard deviation of 0.454.
Number of respondents	1000
Margin of error	$\pm$ 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.